

CUSTOMER CHURN ANALYSIS

REPORT

Account Details

Customer Demographics

Customer Subscriptions



By Elangovan M



CUSTOMER DEMOGRAPHICS



7043

Total Customer's

1869

Churned Customers

26.54%

Churn Rate %

\$456K

Monthly Revenue \$

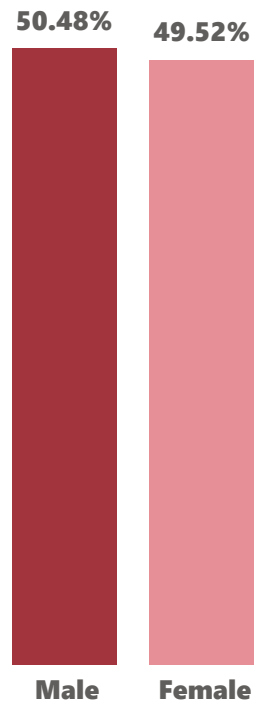
\$139.13K

Monthly Revenue Loss

30.50%

Revenue Loss %

Total Customers



Male

3555

Female

3488

Senior Citizen

1142

Young Citizen

5901

Month-to-month

3875

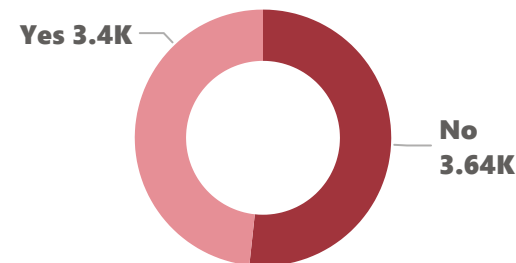
Two year

1695

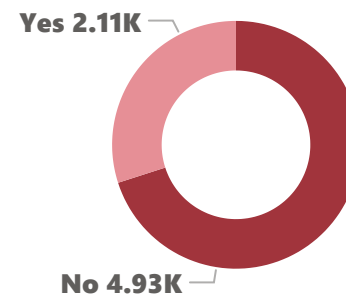
One year

1172

Have Partner ?

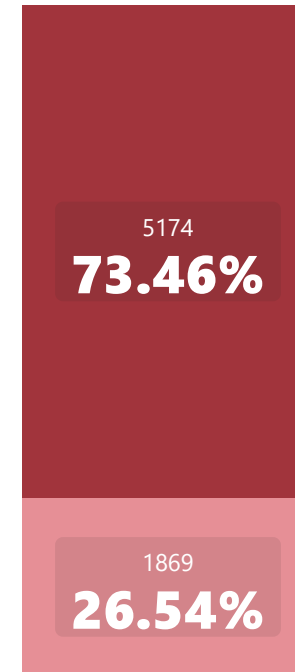


Have Dependents ?



Churned Customers

● Churned Customers ● Retained Customers





ACCOUNT DETAILS



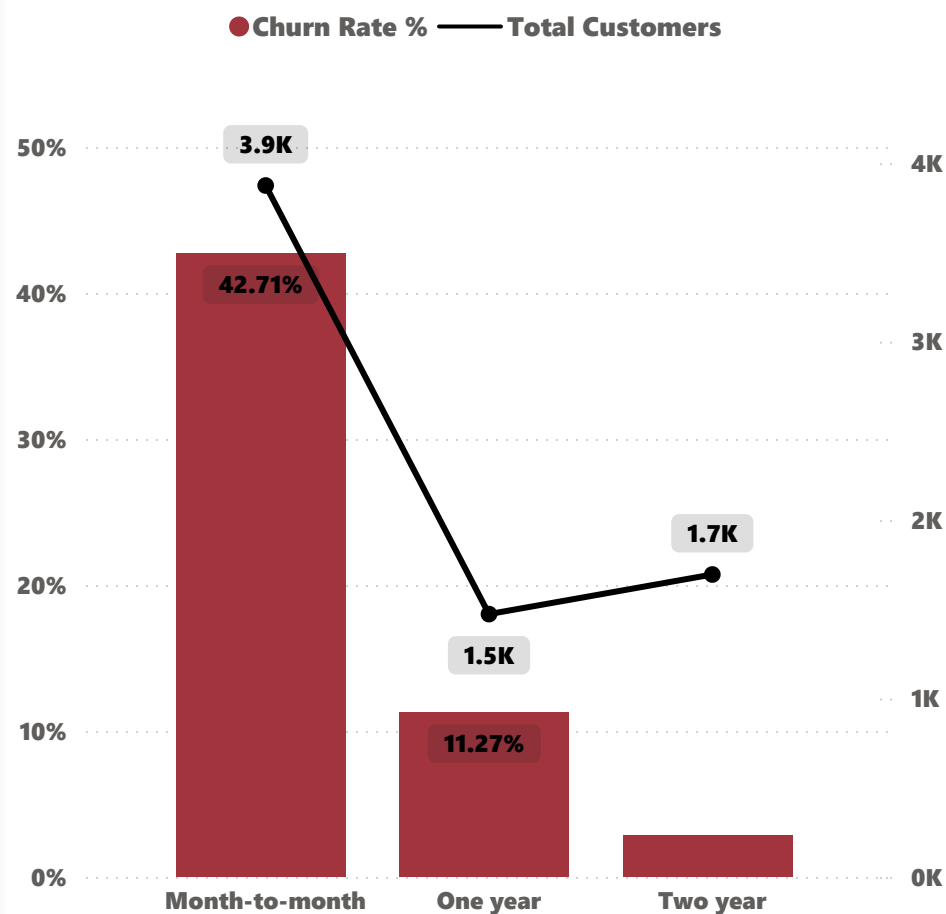
Tickets

Charges

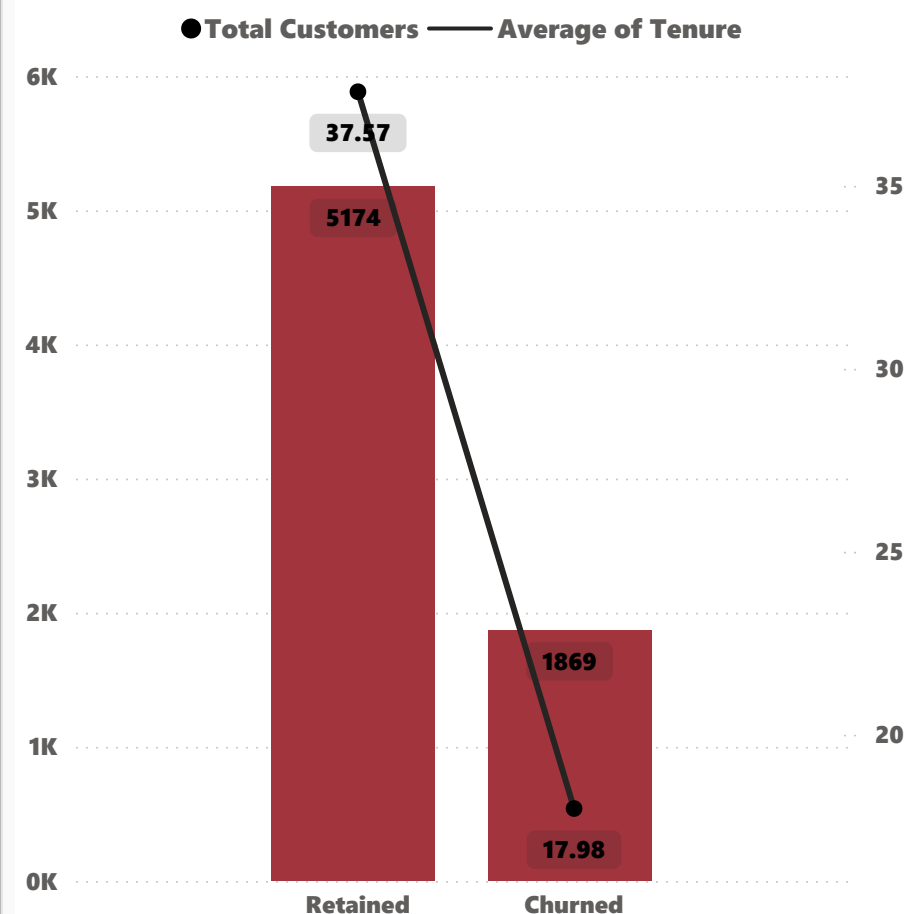
Payments

Male	Month-to-...
3555	3875
Female	Two year
3488	1695
Senior Citizen	One year
1142	1473
Young Citizen	
5901	

Churn Rate % and Total Customers by Contract



Average of Tenure (in months)





ACCOUNT DETAILS



Tenure

Charges

Payments

Female	Month-to-...
939	1655
Male	One year
930	166
Senior Citizen	Two year
476	48
Young Citizen	
1393	

Number of Admin & Tech Tickets

2173

Tech Tickets

885

Admin Tickets

Churn Status

☒ Churned

☐ Retained

Average Number of Admin Tickets

0.4

0.2

0.0

0.47

Churned

Average Number of Tech Tickets

1.0

0.5

0.0

1.16

Churned



ACCOUNT DETAILS



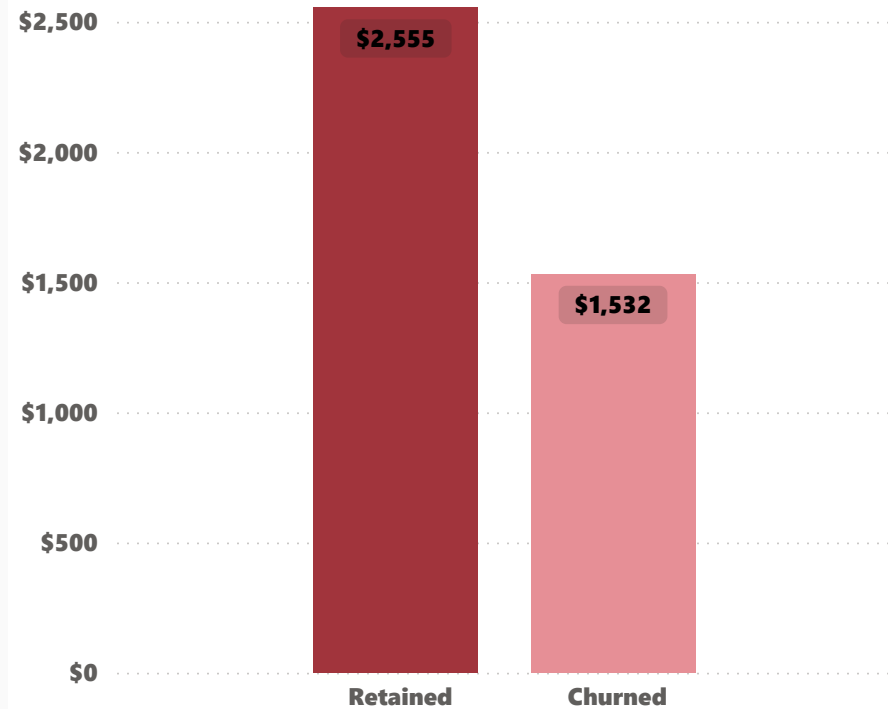
Tenure

Tickets

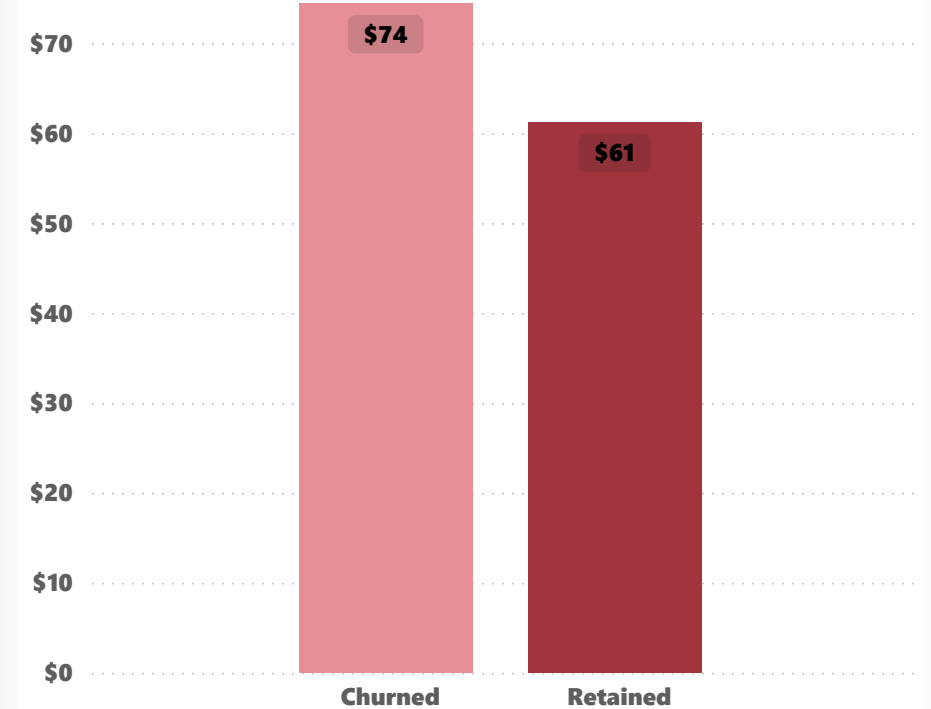
Payments

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5901	

Average of Total Charges (in \$)



Average of Monthly Charges (in \$)





ACCOUNT DETAILS



Tenure

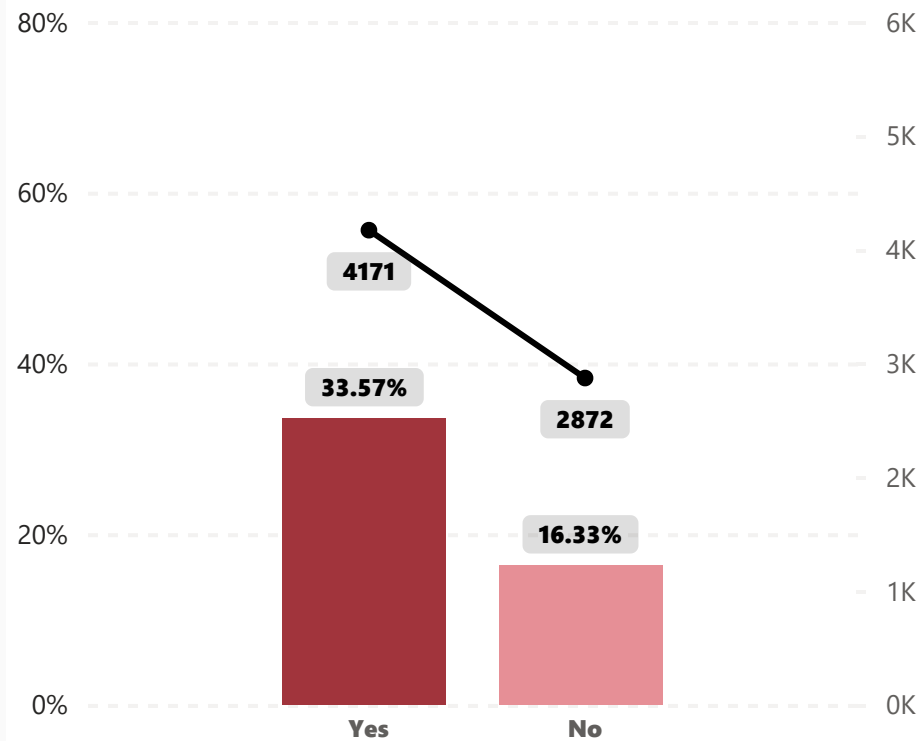
Tickets

Charges

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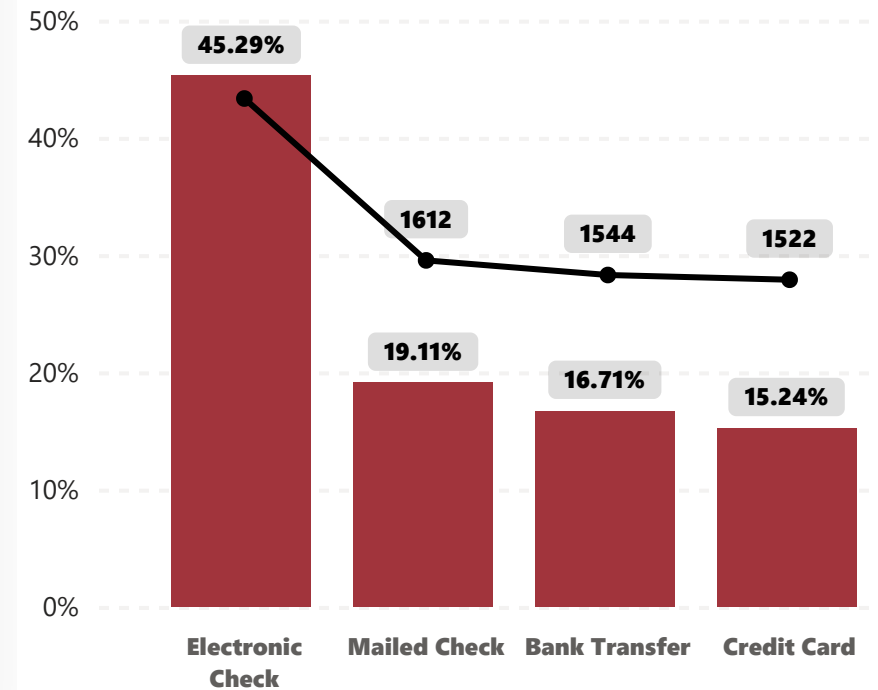
Paperless Billing

Churn Status ● Churn Rate % ● Total Customers



Paperless Billing

Churn Status ● Churn Rate % ● Total Customers





CUSTOMER SUBSCRIPTIONS

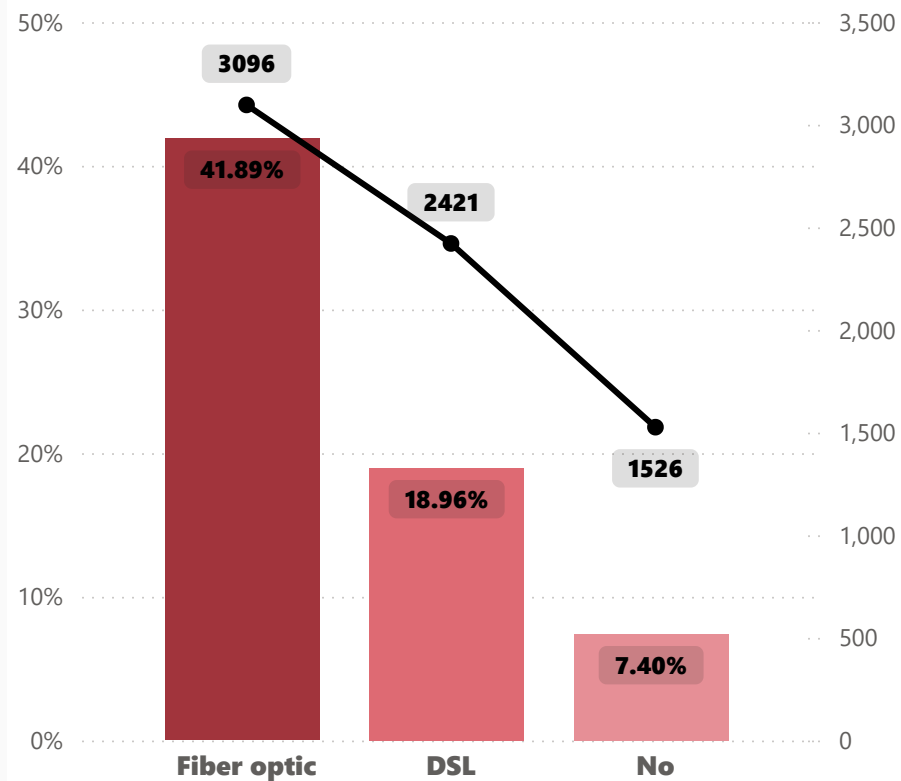


**Additional
Services**

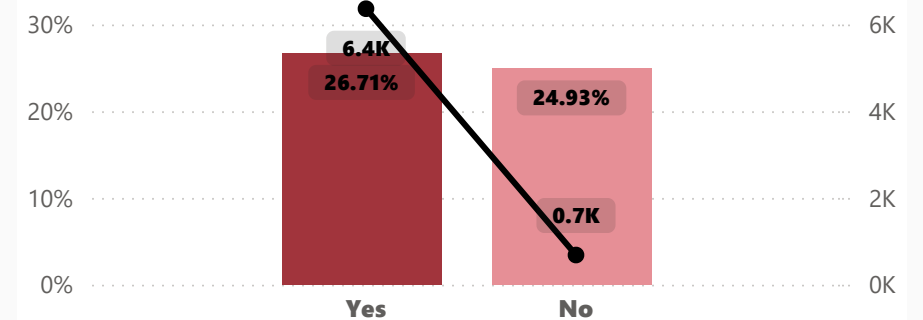
Streaming

Male 3555	Month-to-... 3875
Female 3488	Two year 1695
Senior Citizen 1142	One year 1473
Young Citizen 5901	

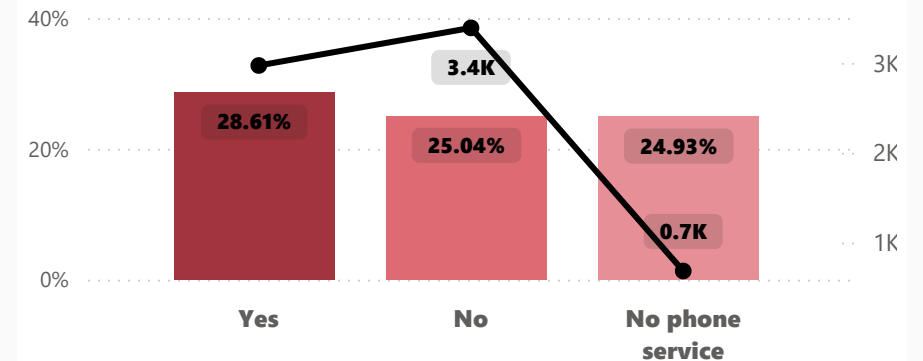
Internet Service



Phone Service



Multiple Lines





CUSTOMER SUBSCRIPTIONS

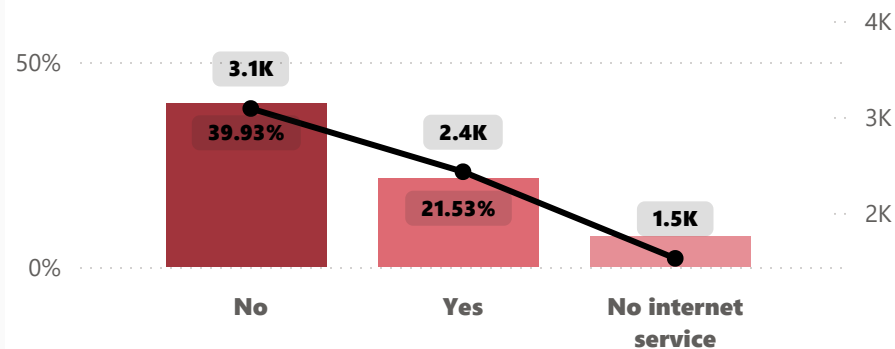


Main Services

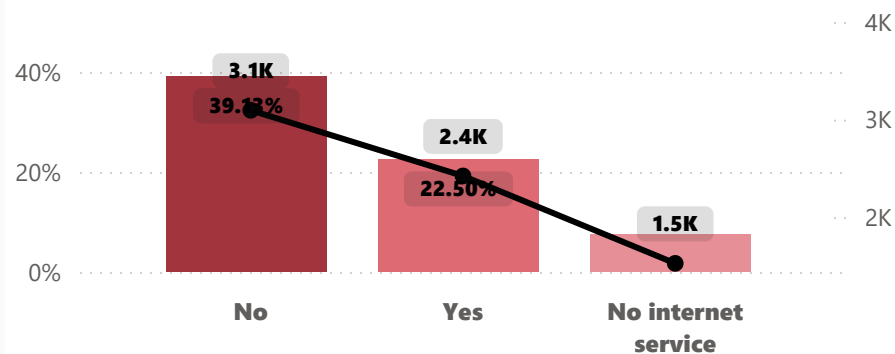
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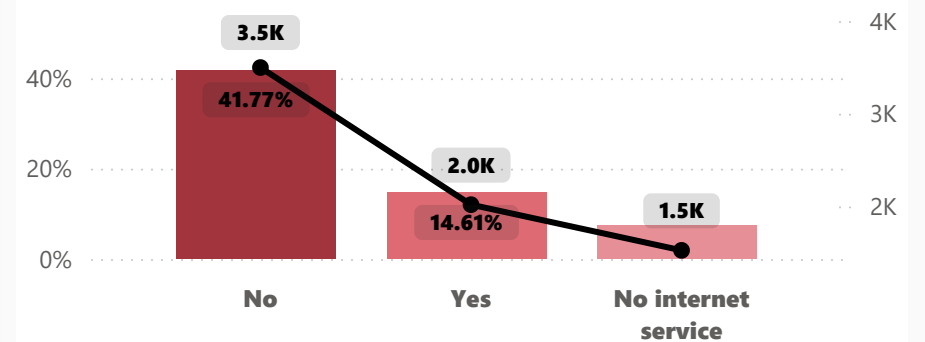
Online Backup



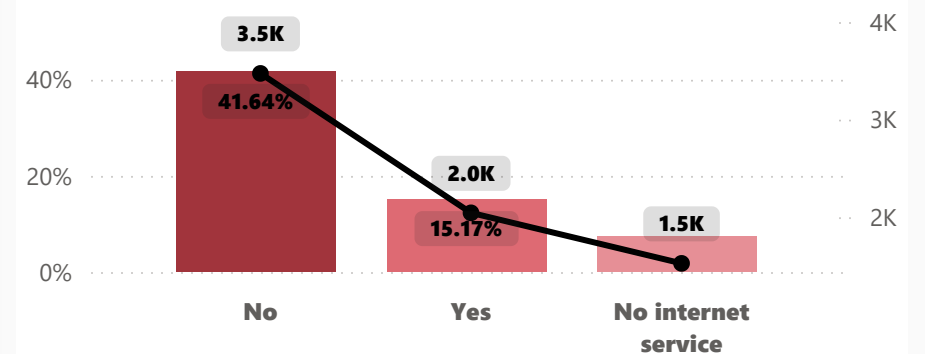
Device Protection



Online Security



Tech Support



CUSTOMER SUBSCRIPTIONS



Main Services

Additional Services

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